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Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1-3 (canceled)

Claim 4 (currently amended): A [The] trigonal prism turning display device for advertisement comprising: six trigonal prisms arranged in a shape of a regular triangle, each of said six trigonal prisms having an advertising screen displayed on each of the three sides thereof; upper and lower turning discs for supporting said six trigonal prisms and rotating together with a main shaft; driving means mounted under said lower turning disc, for rotating said six trigonal prisms; a disc-shaped device supporting means mounted under said driving means and fixed to an [the] inner surface of a cylindrical housing at an [the] outer peripheral portion thereof, for supporting said main shaft and said driving means; and a motor disposed under said disc-shaped device supporting means in such a manner as to be connected to a [the] lower end of said main shaft by a coupler, wherein said main shaft is coupled to a [the] shaft of said motor through said coupler, at a [the] lower end thereof, is secured on a [the] central portion of said lower turning disc, [at the central portion thereof,] and is secured on a [the] central portion of said upper turning disc, [at the upper end thereof,] such that said upper and lower turning discs are rotated together with said main shaft that delivers the rotating force of said motor to said driving means; said cylindrical housing is made of a transparent acryl and includes [places] a fixing member that is adapted to fix said main shaft in a [the] central portion of an [the] upper surface thereof, said six trigonal prisms in an [the] upper portion thereof, said driving means in a [the] central portion thereof, and said motor in a [the] lower portion thereof; said driving means comprises: a base gear coupled to said main shaft through a bolt that is fixedly installed on a [the] central portion of said device supporting means [part]; a pair of crankshaft gears engaged with said base gear at intervals of 180° in a rotating direction of said base gear; a pair of connecting rods fixedly mounted at [the] margins of crank connecting discs that are secured on lower surfaces of said crankshaft gears; a pair of crankshafts connected to frontal ends of said connecting rods; a pair of partial gears fixed on said crankshafts at rotating central portions thereof, first and second trigonal prism power transmission gears engaged with said partial gears at a lower portion thereof so as to be rotated as said partial gears are rotated; first trigonal prism turning gears that are engaged at intervals of 120° with said first trigonal prism

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power transmission gear[s] such that [the] three trigonal prisms [of odd numbers] are rotated; and second trigonal prism turning gears engaged at intervals of 120° with said second trigonal prism power transmission gear[s] such that the other trigonal prisms [of even numbers] are rotated.

Claim 5 (currently amended): The trigonal prism turning display device according to claim 4, wherein each of said first trigonal prism turning gears has a first turning gear shaft extending upwardly from a central portion thereof, a first disc-shaped connecting member is mounted at a top end of each of said first turning gear shafts and each of said first disc [shaped] connecting members is secured on a bottom surface of one side of each of sald three trigonal prisms [of odd numbers] at a central upper surface thereof, such that said three trigonal prisms [of the odd numbers] are rotated as said first trigonal prism turning gears are rotated, and each of said second trigonal prism turning gears has a second turning gear shaft extending upwardly from a central portion thereof, a second disc-shaped connecting member is mounted at a top end of each of said second turning gear shafts, and each of said second disc-shaped connecting members is secured on a bottom surface of one side of each of said other trigonal prisms [of even numbers] on a central upper surface thereof, such that said other trigonal prisms [of the even numbers] are rotated as said second trigonal prism turning gears are rotated.

Claim 6 (previously presented): The trigonal prism turning display device according to any one of claims 4 to 5, wherein each of said six trigonal prisms is made of glass, acryl, or aluminum such that it has a hollow part in the interior thereof and has a product display stand in one side among the three sides thereof.

Claim 7 (original): The trigonal prism turning display device according to claim 6, wherein said hollow part has lighting equipment therein.